

**Abstract:**

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

The population selected for the research is Guinea, and narrowed down to Kofi Anan University students, University cafeteria and Guinea Public library, the sample size selected for this research is 100 and i have used convenience sampling technique.

My findings indicated that among the four factors selected for this research the most attractive and influencing factor for online shoppers in Guinea is Website Design/Features, following convenience the second most influencing and thirdly time saving. Results have also showed that security is of important concern among online shoppers in Guinea. The research has also found that there are some other factors which influence online shoppers including, less price, discount, feedback from previous customers and quality of product. For the second research question i.e. who are online shoppers in term of demography: the correlation results for the age and attitudes towards online shopping has showed that elderly people are not so keen to shop online. Whereas for education it is concluded that higher education makes online shopping less attractive, for the income the correlation results are so weak hence we could not conclude anything out of it. It is expected that this study will not

only help retailers in Guinea to devise successful strategies for online shoppers but it will also provide a base for similar studies in the field of consumer attitudes towards online shopping.

It is hoped that this study will be able to stimulate future research interests in the area of E-commerce. It is recommended to include detailed website design to be evaluated by consumers in future. In order to reap the maximum benefits of future research, the website must have been improvised to include all the necessary features that have been discussed or even more. The potential participants can be invited to take part in the survey through the actual website so that they can evaluate and visualize the features, benefits, ease of use, security, trustworthiness and etc. with less bias but with more true perception and feedback. It also serves as an evaluation of the marketing strategy through the survey.